

Welcome!

ETC Marketing Workshop

September 1, 2026 | 9am-12pm



1

Staff Introductions & Announcements

Denise Van Stratten
TDM Consultant, Metro



2

Marketing California Rideshare Week 2026



3

What is California Rideshare Week?

California Rideshare Week is an annual campaign encouraging commuters to reduce driving alone by using alternative transportation options such as carpooling, vanpooling, taking the bus or train, bicycling, walking, or teleworking.



4

Theme “Drive Less = Save More”



Reduces vehicle emissions and helps meet air quality goals



Saves commuters money on fuel, parking, and vehicle maintenance

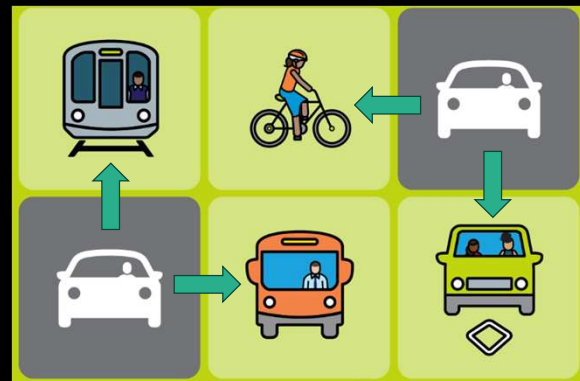


Supports public transit and sharing the ride

5

How It Works

- This year Rideshare Week is held the first full week of **October 5 – 9, 2026**
- As an added benefit, **California Clean Air Day** is on Wednesday, October 7, 2026, and Metro will be offering free rides on rail and buses
- Ask commuters to leave their car at home and try ridesharing!



6

Metro's 2026 Campaign

- Commuters pledge to rideshare or telework for at least one day during the entire month of October
- Use the Commute Calendar at **ridematch.info** to log rideshare days
- Entries are drawn for prizes including \$50-\$100 Macy's gift cards, getaway at The Beverly Hilton, Brighton handbag, Alamo Drafthouse and Joey Restaurant gift cards, Metrolink passes, and much more!

7

Metro's 2026 Campaign

- Over \$4,500 in prizes and gift cards donated by our Metro Rideshare Week sponsors!
- Dedicated webpage with info for both ETCs and commuters at **www.metro.net/rideshareweek**
- Be on the look out for a post in *The Source* (Metro's blog) to launch on/about October 1st
- Posters are available for you TODAY after the Workshop, and a digital toolkit for ETCs with graphics and a flyer will be posted on the Commuter Options webpage next week

8



9

What ETCs Can Do

Employers can promote Rideshare Week by:

- Posting flyers and postcards at your worksite
- Hosting in-person Rideshare Week events or “Lunch & Learn” sessions
- Invite staff from local transit or vanpool agencies to participate
- Offer “extra” incentives to employees that rideshare to work during Rideshare Week
- Greet your ridesharing employees with coffee and donuts as they arrive to work
- Promote free rides on Clean Air Day

Drive Less = Save More
Rideshare Week October 5-9, 2026

Pledge to rideshare during Rideshare Week for a chance to win great prizes!

To qualify for the drawing, log onto ridematch.info, set up a profile, and track your rideshare trips on the commute calendar. That's it!
For more information, visit metro.net/rideshareweek.

THANKS TO THE FOLLOWING PRIZE SPONSORS:

the BEVERLY HILTON Brighton COMMUTE
THE BLOC ★ macy's METROLINK

10



11

Win prizes!

Metro is reminding commuters that **"Less Miles = Save More"**! Track your trips on ridematch.info to be entered into a drawing to win some great prizes, including gift cards and much more.

How to participate:

- > Visit ridematch.info and sign in/register.
- > Click on the Calendar and track your rideshare trips (carpooling, riding transit, vanpooling, walking, biking or telework) from October 5 to 9 and you'll be entered into the drawing.
- > The more rideshare trips that you track, the more times you'll be added to the random drawing.

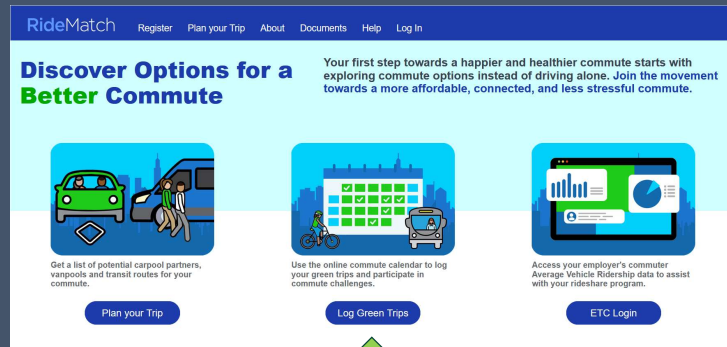
Call 213.922.2811 or email commuteroptions@metro.net for more information.

Scan the QR code for a link to sign in/register on ridematch.info.

12

How Your Employees Can Win!

- Employees visit ridematch.info
- Log-in or register
- Click on the Commute Calendar
- Track their rideshare days for the entire month (not just Rideshare Week)
- We'll close the drawing after October 31
- We will contact the ETC to notify them if their employee wins!



13

THANKS TO THE FOLLOWING PRIZE SPONSORS:

the
BEVERLY HILTON

Brighton

COMMUTE
with **enterprise**

★ macy's

METROLINK

THE BLOC

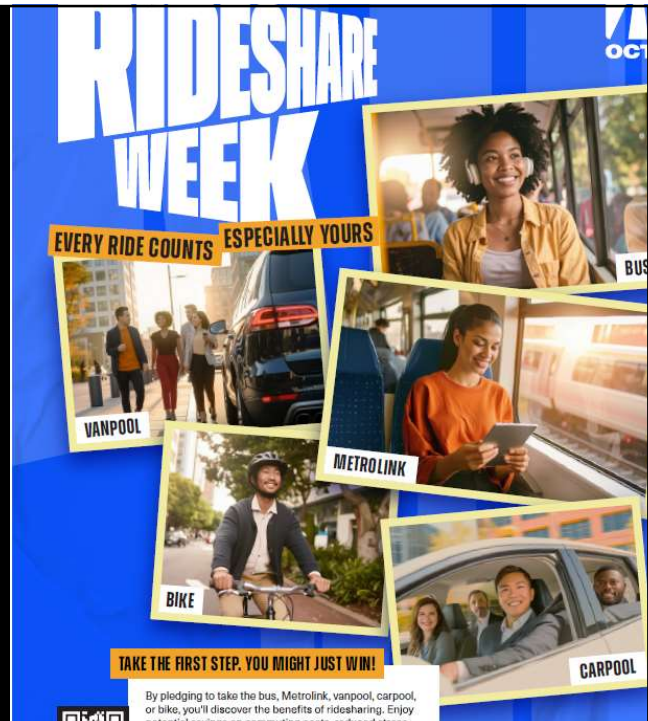
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Metro

14

OCTA's Rideshare Week

Employees in Orange County who pledge to take the bus, take Metrolink, vanpool, carpool or bike will be entered for a chance to win some great prizes! For more details, contact:

Kristopher Hewkin
OCTA
khewkin@octa.net
Visit octa.net/rideshareweek



15



Ventura County Rideshare Week

"Less Miles = More Smiles."

- Participants will use RideMatch.info to record completed rideshare trips in the Commute Calendar
- Those trips will be used to determine eligibility for prize drawings.
- The campaign will encourage commuters to take transit, carpool, vanpool, bike, or walk instead of driving alone.

Contact: Dolores Lopez
Ventura County Transportation Commission
dlopez@goventura.org

16



Rideshare Week 2026



A service powered by Riverside County Transportation Commission (RCTC)
and San Bernardino County Transportation Authority (SBCTA)

17

DRIVE LESS

SAVE MORE

**Rideshare Week
October 2026**

**LOG YOUR RIDESHARE TRIPS
FOR A CHANCE TO WIN!**

Apple iPad • Nintendo Switch • And more!

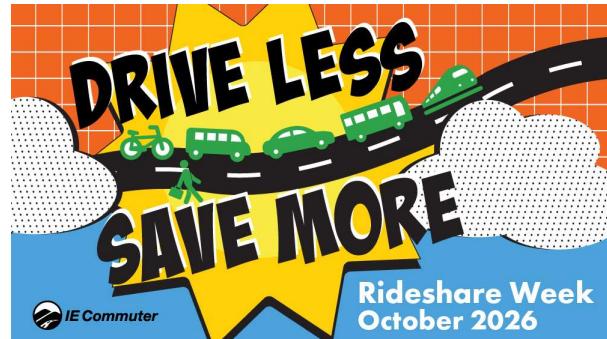
IE Commuter

IECommuter.org/RideshareWeek

18

Find Out More...

- IECommuter.org/RideshareWeek
- info@IECommuter.org
- Live Chat at IECommuter.org
- 1-866-RIDESHARE (866-743-3742)



19

Denise Van Stratten

Metro Commuter Options & Regulatory Compliance Support

Commuteroptions@metro.net

(213) 922-2811



20

Vanpool Marketing

Mateo Henderson
Metro Vanpool Program



21

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Vanpool

Metro Vanpool Marketing and Resources

ETC MARKETING WORKSHOP
SEPTEMBER 1, 2026



22

Agenda

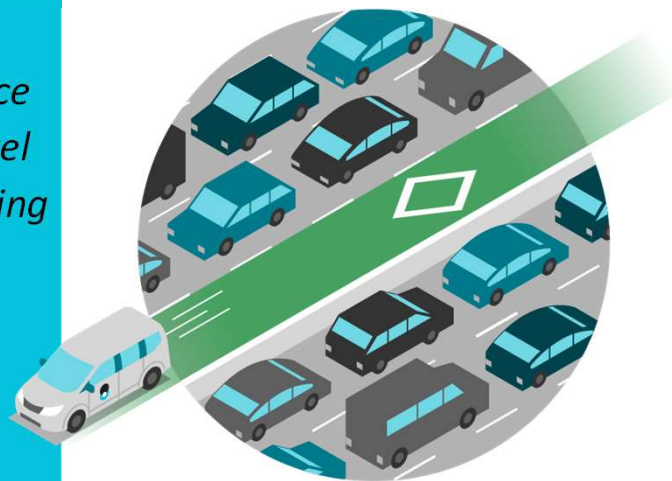
- > Why Vanpooling Matters
- > How to Incentivize Employees
- > Best Practices for Vanpool Outreach
- > Marketing Strategies for Vanpooling
- > New Metro Vanpool Branding
- > Online Resources



23

Why Vanpooling Matters

Vanpooling is a shared ride service where groups of commuters travel together in a leased vehicle, splitting costs and reducing congestion.



24

Metro Vanpool Information

Metro Subsidy
Up to \$600 per month ☒ Applied to Lease

Program Eligibility Criteria

- 4+ Participants**
Required minimum riders when initially enrolling in the program.
- 6 Days / Month**
Minimum days of vanpool travel required each operating month.
- Average 2 Riders**
Maintain a minimum average of two riders per commute trip.
- Monthly Reports**
Submit accurate monthly ridership and expense reports on time.

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25

Why Vanpooling Matters: Understanding Employee Commuting Needs

Cost and Savings

Did you know?

- Vanpooling costs commuters an average of just **\$332** per month in Los Angeles.
- Compare that to **\$990** per month for driving alone.
- Annual savings = **\$7,900!**



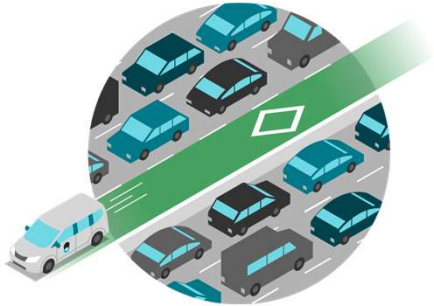
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26

Why Vanpooling Matters: Understanding Employee Commuting Needs



Reliability



Convenience & Flexibility



27

Why Vanpooling Matters: Understanding Benefits for Employers



Employers



- Enhances employee retention and satisfaction.
- Reduces parking demand and costs.
- Supports sustainability and corporate responsibility goals.
- Potential tax incentives for offering vanpool cost coverage.



28

How To Incentivize Employees

- ✓ Employer Subsidy – Offer Additional Financial Support of Lease
- ✓ Guaranteed Ride Home Programs for Emergencies
- ✓ Recognition and Rewards for Participation
- ✓ Referral Bonus
- ✓ Parking Perks



29

Best Practices for Vanpool Outreach

- ✓ Understand your target employee type.
- ✓ Utilize annual ridership survey results.
- ✓ Promote vanpooling during new hire onboarding.
- ✓ Integrate vanpooling into benefits packages.
- ✓ Collaborate with HR & sustainability teams to push awareness.
- ✓ Feature success stories/testimonials in internal communications.



30

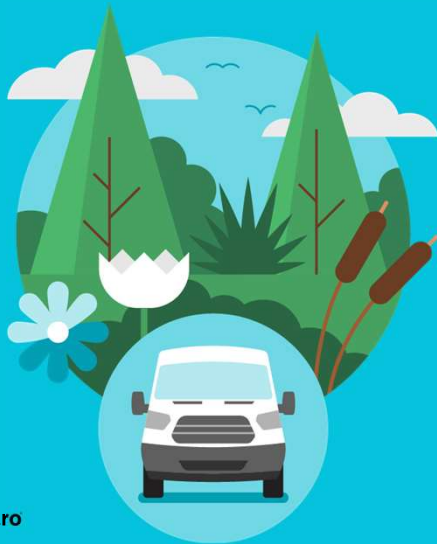
Marketing Strategies for Vanpooling

- > Internal Rideshare Campaign
- > Vanpool Ambassadors
- > “Try a Vanpool” Incentives
- > Worksite Events



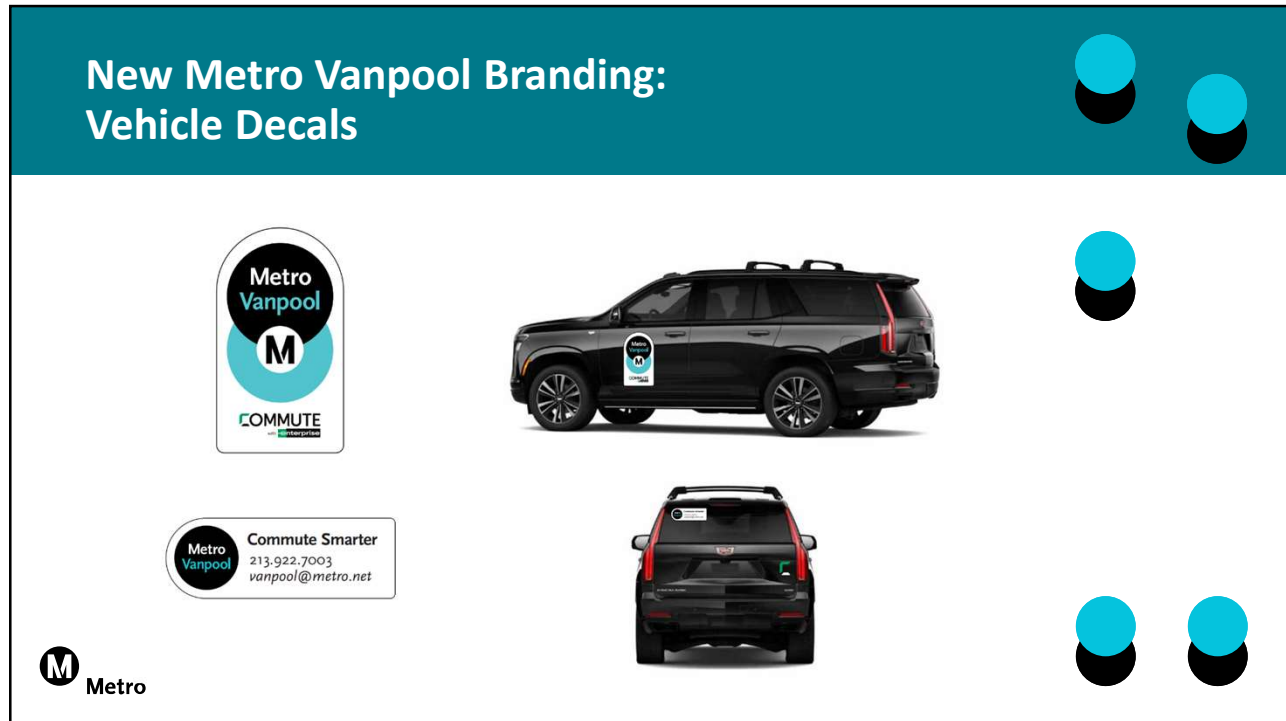
31

New Metro Vanpool Branding



32

New Metro Vanpool Branding: Vehicle Decals



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33

New Metro Vanpool Branding: Take-One & Poster (all in one)



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Email vanpool@metro.net to request copies of material to be mailed directly to your worksite.

34

New Metro Vanpool Branding: Outreach Tabling

- We can customize and curate an outreach experience tailored to your worksite and your employees.
- We want your employees to see themselves in a Metro Vanpool.



35

New Informational Resources

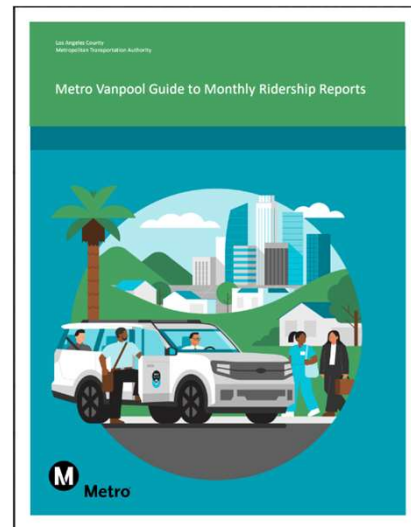
ETC Resource Guide



Email vanpool@metro.net to request a digital file of the guide

Metro

Guide to Monthly Ridership Reports



Available on metro.net/vanpool in "Documents" section

36

How can Metro Vanpool help you
grow your program and
participation?

vanpool@metro.net



37

Instructions for Break-Out Session



38



39

ETC Discussion Group Break-Out Session



40

Industry Type: Ideas & Solutions



Manufacturing – Moderator: Brian Robinson



Corporate – Moderator: James Corleto



Government – Moderator: Mary Ann Garcia



Campus/Hospital – Moderator: Tiffany Fischer



Other – Moderator: Gina Van Stratten

41

First Mile – Last Mile Options

Roxane Marquez & Raj Curry
Metro Micro



42



43

Introduction to Metro Micro

What is Metro Micro?

- On-Demand, shared-ride Public Transit Service
- Operates within 8 designated Service Zones
- Rides Booked thru 1) Metro Micro App 2) Metro Customer Information Agents 3) Website
- **Fares Payable by:**
 - Credit/Debit Card in the Metro Micro App or Web Booking Site;
 - TAP Card or Debit/Credit Card in vehicle

44

44

Metro Micro Overview

- **Flexible Routing** (Not Fixed-Route)
- **Smaller Vehicles** (Narrow or Hilly Neighborhoods); ADA Accessible
- **Designed for Short Trips**
 - Multimodal – Trips with more than 1 mode of public transportation
 - First-Mile / Last-Mile trips connecting with Amtrak, Metrolink, Metro Rail or Bus Routes
 - Short Trips when a Bus Line frequencies exceed 15 mins
 - \$2.50 Base Fare, Free Transfers to Metro Bus and Metro Rail, and Free - \$1.00 Reduced Fare Programs

45

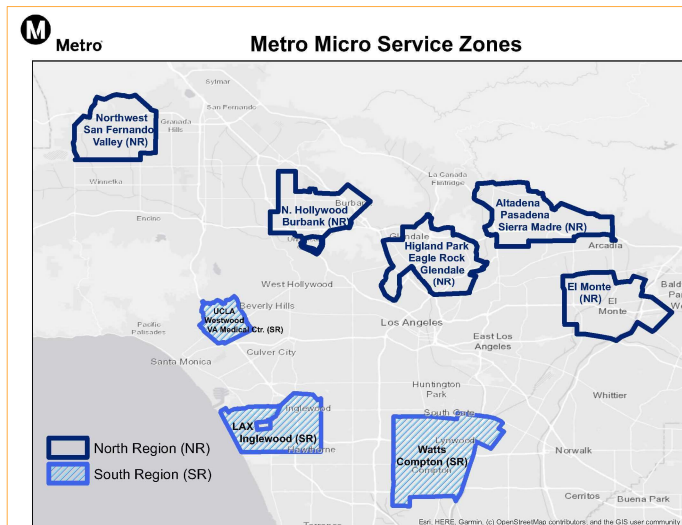
Metro Micro Zones

North Region

Northwest San Fernando Valley
 North Hollywood / Burbank
 Highland Park / Eagle Rock/ Glendale
 Altadena / Pasadena / Sierra Madre
 El Monte

South Region

UCLA / Westwood / VA Medical Center
 LAX / Inglewood
 Watts / Compton



46

Metro Micro Service

Scenario #1:

Short Trip within a Zone

- 3-4 Miles Average
- Travel Time 12-14 Minutes

Trip Testing

Before saving your settings, test a variety of trip combinations (different origins, destinations, and trip times) to confirm the results look right.

Rider

RC Raj Curry
+18188579778
curryh@metro.net

Origin

Kaiser Permanente Porter Ranch Medical Offices - 20000

Destination

Vanalden Avenue & Kenya Street - Vanalden Ave & Kenya

Trip time

Next Available | Leave At | Arrive By

9 min cost 0

9:21 AM - 9:30 AM

5 > Northwest San Fernando Valley (duplicated) > 1

47

Metro Micro Service

Scenario #2:

Multimodal Work Trip Outside of Zone

1. Micro to Bus Line 240
2. Line 240 to Rail (B) Line
3. Rail (B) Line to Union Station

Multimodal Trip Planning Settings

Destination

Los Angeles Union Station - 800 N Alameda St, Los Angeles

Trip time

Next Available | Leave At | Arrive By

2026-08-25 09:00 PM

2 hours 33 min cost 11,277

9:10 PM - 11:44 PM

3 > Northwest San Fernando Valley > 2 > 237 > 4 >

Metro B Line > 7

2 hours 35 min cost 11,416

8:45 PM - 11:24 PM

3 > Northwest San Fernando Valley > 1 > 240 > 5 >

Metro B Line > 7

2 hours 32 min cost 12,989

9:11 PM - 11:44 PM

3 > Northwest San Fernando Valley > 1 > 235/236 > 5 >

Metro G Line (Orange) > 5 > Metro B Line > 7

48

Metro Micro Service

Scenario #3:

First-Mile/Last-Mile Trip (Driver Itinerary)

- Multiple people booked at same time to be dropped off at same time



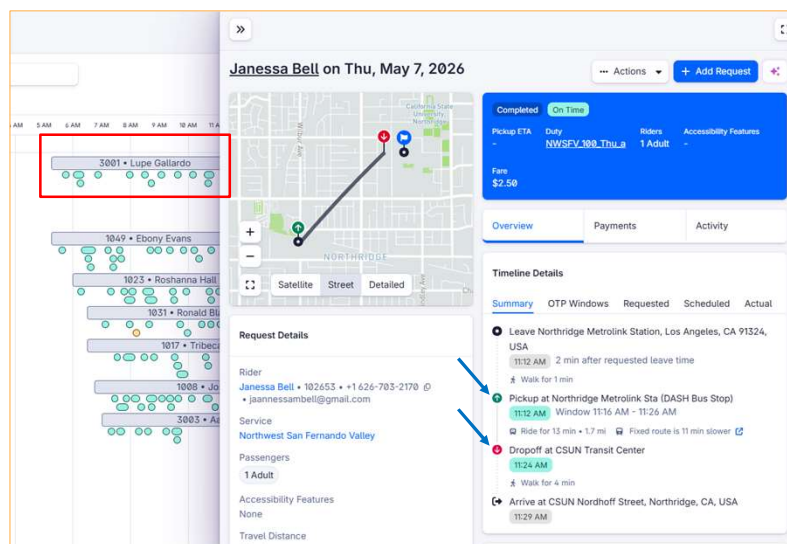
49

Metro Micro Service

Scenario #3:

Example Last-Mile Trip (Rider App)

- Customer Itinerary (School)
 - Metrolink Station
 - CSUN



50

Metro Micro Team

- **Roxane Marquez** – Director, Administration & Finance – MarquezRo@metro.net
- **Raj Curry** – Senior Manager, Metro Micro – CurryH@metro.net
- **Jimmy Famolare** – Senior Manager, Metro Micro – FamolareJ@metro.net

51

Metro Bike Share

- Metro Bike Share is a 24/7 bike rental service designed for taking short trips and connecting to transit – it is another great option for the **first mile/last mile** for an employee's commute.
- With 225 stations throughout Downtown, Central Los Angeles, the Westside, and North Hollywood, there are many opportunities to give it a try!



52



Bike Share for Business (B4B)

Unlock sustainable transportation benefits at your company with Metro B4B – benefits include:

- 40% discount on Metro Bike passes
- Employee choice of 30-Day or 365- Day pass options
- Easy sign up for ETCs and no upfront costs
- For more information visit <https://bikeshare.metro.net/forbusiness/>

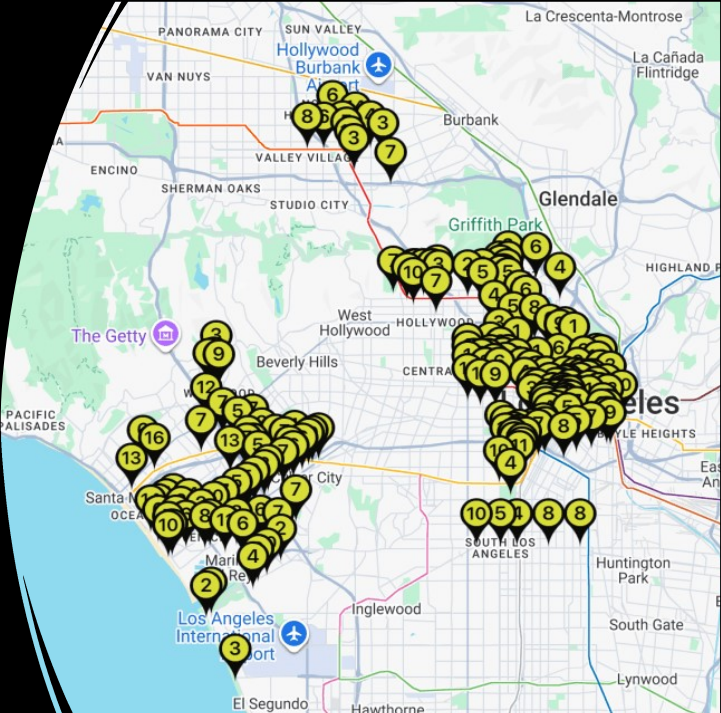
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Try Metro Bike Share With A Free Ride!

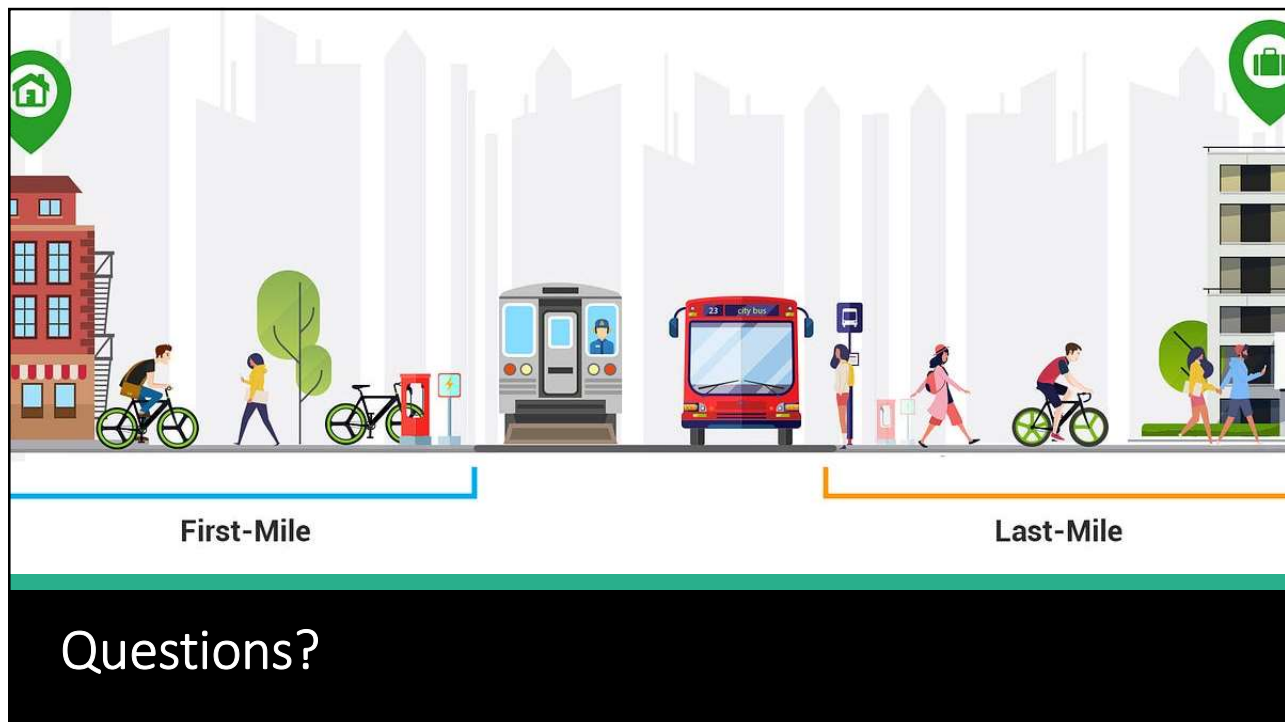
Metro Bike Share will offer free 30-minute rides on Clean Air Day, Wednesday, October 7, 2026.

Riders can redeem by selecting '1-Ride' at any Metro Bike Share kiosk, online or in the Bike Share app by entering promo code **100726** and can be redeemed multiple times that day.

For more details, visit www.metro.net/bikeshare.



54



Questions?

55

Closing Announcements

- A workshop evaluation will be emailed to those ETCs that signed in this morning using the QR code
- ETCs must include both of the “Marketing Certificate Codes” that we provided in today’s presentation in the evaluation
- The marketing certificate will be emailed only to those that complete the workshop evaluation
- Get ready for our next virtual Workshop in Spring 2027

56

THANK YOU!



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